

National Rural Health Association

32nd Annual Rural Health Conference

Miami Beach, Florida, 2009



National Rural Health Association

Welcome

The National Rural Health Association is pleased to welcome you to beautiful Miami Beach for the 32nd Annual Rural Health Conference.

I am delighted to join you and other rural health colleagues for this year's conference, where we make up the largest gathering of rural health professionals in the country.

I hope this conference will be both a rewarding experience and a great time where you'll leave with innovative ideas, wonderful memories and cross-country career connections with talented and passionate professionals like yourself. Most importantly, take back new experiences and valuable insight to share in your community.

On behalf of NRHA, thank you for participating in this event and giving your time to better the lives of the 62 million rural Americans we serve.

A handwritten signature in black ink that reads "Beth Landon". The script is fluid and cursive, with the first letters of "Beth" and "Landon" being capitalized and prominent.

Beth Landon
NRHA president

Connect to the connected

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National Rural Health Association



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Schedule at a glance

Tuesday, May 5

8 a.m.

Registration opens

8 – 10 a.m.

Pre-conference workshop:
Leading in uncertain times

10 a.m. – 4 p.m.

Mini-conference:

Accessing stimulus for your community

1–2 p.m.

Pre-conference workshop: Writing for publication

1 – 4 p.m.

Pre-conference workshop: Telehealth

6 – 8 p.m.

Welcome to Miami cocktail reception

Wednesday, May 6

8 – 9:15 a.m.

Welcome and opening comments

9:15 – 10:30 a.m.

Keynote address: Sanjeev Arora

10:30 – 11 a.m.

Coffee break

11 a.m. – 12:15 p.m.

Concurrent sessions

12:15 – 4:15 p.m.

Lunch and exhibit hall experience

4:15 – 5:30 p.m.

Concurrent sessions

Thursday, May 7

7:30 – 8:30 a.m.

Breakfast and constituency group meetings

8:30 – 9:45 a.m.

Plenary sessions

9:45 – 10:15 a.m.

Break and poster presentation exhibition

10:15 – 11:30 a.m.

Concurrent sessions

11:30 – 12:45 a.m.

Rural Health Awards banquet

12:45 – 2 p.m.

Concurrent sessions

2 – 3 p.m.

Keynote address: Newt Gingrich

3 – 3:15 p.m.

Afternoon coffee break

3:15 – 4:30 p.m.

Concurrent sessions

5 – 6:30 p.m.

Reception in honor of Beth Landon,
NRHA's 2009 president

Friday, May 8

8:15 – 9 a.m.

Washington update breakfast

9 – 9:45 a.m.

Break and poster presentation exhibition

9:45 – 11 a.m.

Concurrent sessions

11 a.m.

Conference adjourns

Conference sponsors

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Schedule

Tuesday may 5

8 a.m.

Registration opens

5 – 6 p.m.

Student orientation

Conference suite 588

6 – 8 p.m.

Welcome to Miami cocktail reception

Glimmer Ballroom, 4th floor

Wednesday may 6

8 – 9:15 a.m.

Welcome and opening comments

Fontaine, lobby

9:15 – 10:30 a.m.

Keynote address: Project ECHO

Fontaine, lobby

Sanjeev Arora, MD, University of New Mexico Health Sciences Center Department of Internal Medicine executive vice chair

Patients in rural and underserved areas with chronic complex diseases often face difficulty accessing specialists. So Arora developed the Extension for Community Healthcare Outcomes (ECHO) model, which utilizes technology to connect health care providers who share knowledge to co-manage rural patients using an innovative, case-based approach.

10:30 – 11 a.m.

Coffee break

Wednesday

11 a.m. – 12:15 p.m.

Concurrent sessions

1A: Clinical track

We've got a mailbox, why do we need a pharmacist?

Splash 4, upper lobby

*Tom Majure, Our Community Hospital CEO
Paul Moore, DPh, P&C Management Company president,
NRHA past-president
Andrea Radford, DPh, North Carolina Rural Health Research Center fellow*

Rural pharmacists do more than just dispense prescriptions. Discover the important relationship between rural independent pharmacists and other rural health providers and assess how the loss of local pharmacists will impact long-term care, hospice, home health and other providers. Learn strategies to strengthen and maintain these relationships.

1B: Stimulus track

Rural workforce and the Bureau of Health Professions

Splash 6, upper lobby

Jennifer Riggle, JD, Bureau of Health Professions senior advisor

The Bureau of Health Professions will distribute significant stimulus dollars. Learn about the scope and intent of the Bureau as it works to address rural workforce shortages.

1C: State health resources track

Rural best practices:

Collaborative models that work

Splash 7, upper lobby

*Brian Jakes, Southeast Louisiana Area Health Education Center
Daquarii Rock, Project ACCESS grants manager*

This interactive dialogue with leaders in rural health care cooperation will highlight successful models of rural network development, service delivery and community collaboration. The presenters created diverse, sustainable projects in rural communities utilizing grants from the Office of Rural Health Policy.

1D: Clinic management track

CPR for your AR: How to improve collections

Splash 8, upper lobby

Deborah Holzmark, Dixon Hughes senior manager

Learn from Holzmark's extensive experience in improving collections through hands-on AR re-engineering processes; explore the RHC revenue cycle; discuss areas of potential breakdown; and discover how managers can address problems at each point in the cycle. Leave with a plan for working accounts receivable, defining improvement and rewarding success.

1E: Rural community track

Grassroots strategies for a strong rural health workforce

Splash 16, upper lobby

Kristine Sande, Rural Assistance Center and Health

Workforce Information Center program director

Tim Size, Rural Wisconsin Health Cooperative executive director

Kathleen Spencer, University of North Dakota

Center for Rural Health Rural Assistance Center information specialist

Identify resources and strategies to increase the health care workforce, including state and federal resources, funding opportunities, loan repayment programs, model programs and leadership and networking skills.

1F: Rural education track

The health of rural high poverty counties

Splash 17, upper lobby

Kevin Bennett, PhD, University of South Carolina School of Medicine assistant professor

Amy Brock Martin, PhD, South Carolina Rural Health Research Center deputy director, University of South Carolina Arnold School of Public Health assistant professor

Michael Samuels, PhD, University of Kentucky College of Medicine distinguished scholar, Rural Health Policy endowed chair, professor

Elmer T. Whitler, University of Kentucky College of Medicine technology and workforce planning research director

Examine the health status of populations in the 442 rural high-poverty counties designated by USDA, including statistics on obesity prevalence, physical activity and limitations, dental conditions and services. Discover the demographic, geographic and ecological factors contributing to health outcomes and the value of

area-specific data in planning health intervention, techniques and resources to target high-need populations and advocate for equitable resource distribution.

1G: Rural health policy track

The medical home model

Splash 18, upper lobby

Jennifer Chang, Office of Rural Health Policy public health analyst

Erica Molliver, Office of Rural Health Policy public health analyst

Clint Mackinney, MD, physician

The medical home concept has drawn attention from both clinical and policy circles. Discover potential applications for addressing quality of care, access and health care spending. Discuss the rural relevance of the model and hear an update on the Centers for Medicare and Medicaid Services' medical home demonstration.

1H: Rural community track

VA rural health centers: Improving access for rural veterans

Splash 1, upper lobby

Byron D. Bair, MD, Veterans Health Administration Office of Rural Health (VHA ORH) Western Region director

Kara Hawthorne, VHA ORH director

Peter J. Kaboli, MD, VHA ORH Central Region director

Ryan S. Lilly, VHA ORH Eastern Region acting director

The Veterans Health Administration Office of Rural Health established three regional field-based Rural Health Resource Centers (VRHRCs) in 2008. The VRHRCs conduct policy-oriented studies and analysis, provide consultations and technical assistance and serve as information clearinghouses. Learn about current projects, including evaluating the effectiveness of mobile clinics, telephone-based chronic and mental health intervention and culturally-appropriate care for American Indians, Alaska Natives and Pacific Islanders.

1I : Contributed research papers

Emerging research on rural providers and workforce development

Flash, 4th floor

- The aging of the rural generalist workforce: Are some locations more vulnerable than others?

Mark Doescher, MD, WWAMI Rural Health Research Center director

- Factors associated with rural-residing RNs' choices to work in larger rural and urban areas: A national study

Susan Skillman, WWAMI Rural Health Research Center, deputy director

- A new approach to overcoming the deficit in rural GP health care through targeted recruitment

Elizabeth Hemphill, PhD, University of South Australia School of Marketing lecturer

- Telemedicine in rural America: How to enhance physician adoption and use

Larry Learning, DHA, Western Healthcare Alliance Institute for Rural Health Leadership president

12:15 – 4:15 p.m.

Lunch and exhibit hall experience

Glimmer Ballroom, 4th floor

1 – 1:45 p.m.

Improving quality and throughput despite limited staffing, budgets and reimbursement

Glimmer Ballroom, 4th floor

Gillian Lash, Philips VISICU national outreach director

Philipp N. Ludwig, Baptist Health South Florida assistant vice president

Beth Willmitch, Baptist Health South Florida eICU LifeGuard operations director

Learn how rural and community hospitals are addressing economic challenges, differentiating from competition and preparing for sustainable growth. Understand how new care models, supported by advanced technologies, can be used to attract and retain clinical staff, better utilize bed capacity and avoid transfers to tertiary centers.

2 – 2:45 p.m.

Smarter imaging and IT investments in a tough economy

Glimmer Ballroom, 4th floor

William Bromback, Siemens Financial Solutions marketing vice president

Sabine Duffy, Siemens Refurbished Equipment vice president

Richard Lucas, HS product manager

In this interactive session, hear how to make smarter

investment decisions. Become more effective and efficient with information technology. Learn how you can get more bang for the buck with refurbished imaging equipment and how Siemens Financial Solutions can support your financing needs.

3 – 3:45 p.m.

Hospital acquired infections

Glimmer Ballroom, 4th floor

Julie Viola, Philips Healthcare sales and marketing specialist

Viola will discuss the reality of the harm hospital acquired infections cause to patients and clinicians, as well as the financial havoc they can cause a hospital. You'll hear both solutions to reduce harm to the patient, as well as your bottom line.

4:15 – 5:30 p.m.

Concurrent sessions

2A: Clinical track

The impact of trauma and emergency medical care on rural health care providers
Splash 1, upper lobby

Nels Sanddal, PhD, Critical Illness and Trauma Foundation Inc. president

Chris Tilden, PhD, Office of Local and Rural Health director

Gary Wingrove, Gold Cross/Mayo Clinic Medical Transport director of strategic affairs

Leaders and experts in rural EMS and trauma services will discuss possible solutions to problems associated with providing excellent, timely care to individuals in rural areas who suffer from trauma, stroke or acute myocardial infarction.

2B: Hospital track

Managing and reporting the community impact of rural hospitals
Splash 2, upper lobby

John Gale, Maine Rural Health Research Center Flex Monitoring Team research associate

Scott Graybill, Bremen Community Hospital president and CEO

Cindy Large, Indiana Rural Health Association network director

Doug Leonard, Indiana Hospital Association president

Wednesday

Learn from the experience of Indiana critical access hospitals participating in a pilot program funded by the Office of Rural Health Policy, focusing on the development of best practice, rural-appropriate community benefit indicators. Panelists will describe their experiences in collecting and reporting community impact data with their boards, communities and key constituencies to strategically manage their activities.

2C: State health resources track

Efforts to address mental health needs of rural returning soldiers, veterans and their families
Splash 3, upper lobby

Bob Goodale, Citizen Soldier Support Program director
Harold Kudler, MD, VAMid-Atlantic Network Mental Health Service Line director
Rev. Ricardo Flippin, West Virginia Council of Churches CARE Net Program director

Rural soldiers often turn to family, clergy, friends, other vets and physicians for assistance with adjustment. Learn about successful grassroots programs to train mental health and primary care providers and link veterans and their families with other community-based programs, including those related to post-deployment health, PTSD, TBI, suicide alert and referrals.

2D: Stimulus track

The future and potential of telehealth in rural America
Splash 4, upper lobby

Mary DeVany, Avera Health telehealth director
Marilyn Dahler, Avera Health telehealth clinical coordinator

Discover how a Midwestern rural health system built its telehealth program and how it continues to grow through advancing technologies. What started as videoconferencing between two locations in 1993 has grown to include 25 sites. Telehealth applications include clinical specialty services, educational and administrative services, eICU and applications in pharmacy and emergency services.

2E: Rural community track

Partnering with the National Health Service Corps to recruit providers
Splash 6, upper lobby

Mary Amundson, University of North Dakota Center for Rural

Wednesday

Health assistant professor
Susan Barton, Eastern Montana AHEC program manager
Jim Dowling, Maine Primary Care Association SEARCH director
Sonia Handforth-Kome, Illiuk Family and Health Services executive director

Learn to advance recruitment through the National Health Service Corps' Students/residents Experiences and Rotations in Community Health (SEARCH) program, which provides a first-hand experience of what it is like to live and practice in underserved areas. Hear how to develop successful student rotations and about changes in attitudes regarding placement in underserved areas.

2F: Rural education track

Rural workforce development: Planting seeds to growing roots
Splash 7, upper lobby

Patricia A. Crawford, West Virginia School of Osteopathic Medicine graduate medical education project manager
Lisa Hatcher, Mountain State University director of marketing

Learn strategies to promote workforce development in rural communities and how to encourage health care careers using the Internet and videoconferencing technology. The session will also highlight how sponsorship of family practice residents and placement of new physicians in a rural leadership fellowship program, including community-based and self-selected clinical training, can be used as a recruitment and retention tool to match physicians with underserved rural communities.

2G: Rural health policy track

Value-based purchasing: What's in place and what's coming
Splash 8, upper lobby

Danielle Lloyd, Premier Healthcare Alliance senior director

Gain the latest regarding value-based purchasing with recent results of the Premier/CMS Hospital Quality Incentive Demonstration. Learn about current quality measures for the Reporting Hospital Quality Data for Annual Payment Update program, as well as those proposed for adoption by CMS in 2011. Discuss which players are paying differently for hospital-acquired

Wednesday

conditions, financial implications and anticipated changes based on the new Congress and Administration.

2H: Rural education track

The medical school of the future

Splash 16, upper lobby

Roland Gardner, Beaufort Jasper Hampton Community Health Service Inc. executive director
Kimberly Patton, Southern Ohio Health Services Network president and CEO
Thomas McWilliams AT Still University bio-clinical sciences associate dean

Explore new rural physician development techniques through the School of Osteopathic Medicine's education model, which is based on the clinical presentation curriculum. Students spend their first year at the Arizona campus and three years at a federally qualified health center. Each site has a dedicated classroom and full-time faculty members.

2I: Contributed research papers

Emerging research on rural communities and public health

Splash 17, upper lobby

- The role of local jails in rural mental health
Anush Yousefian, Maine Rural Health Research Center research associate
- Rural public health systems: Meeting risky youth behavior, elder care and emergency preparedness needs
Walter Gregg, University of Minnesota Rural Health Research Center Division of Health Policy and Management senior research fellow
- The barriers impeding rural physicians' preparedness for public health emergencies
Gavin Putzer, Albany State University Department of Business Administration and Healthcare Management chair

7:30 – 8:30 a.m.

eco-friendly
association

As part of our commitment to improving the health of rural Americans, the National Rural Health Association strives to protect the environment and use resources responsibly.

Thursday may 7

Continental breakfast and constituency group meetings

8:30 – 9:45 a.m.

Plenary sessions

Plenary A: Your ED: Who's Driving Quality and Growth?

Fontaine, lobby level

Daryl Weaver, Kings Daughters Hospital CEO

Discover how to put stimulus dollars to work stimulating revenue and quality growth through the emergency department (ED). Learn real-time patient tracking tools and alternative ER physician staffing models.

Plenary B: Health Care for Less

Glimmer 2, 4th floor

Michelle Katz, consultant

Katz, an internationally recognized health care consultant and medical reporter, has been featured on NBC's *Today Show*, *CBS Evening News* and *Oprah and Friends Radio*. She published two books to help consumers, "Health Care for Less" and "101 Health Insurance Tips."

Plenary C: Cancer in Rural America: Causes, Prevention, and Cures

Glimmer 3, 4th floor

K.C. Donnelly, Ph.D., Texas A&M Health Science Center School of Rural Public Health Department of Environmental and Occupational Health professor

Donnelly will discuss cancer in rural America and the environmental factors unique to rural communities that can lead to illness. Review data on cancer prevalence and information about prevention through environmental interventions at the individual, organizational and community levels.

9:45 – 10:15 a.m.

Thursday

Break and poster presentation exhibition

Glimmer corridor

10:15 – 11:30 a.m.

Concurrent sessions

3A: Clinical track

Issues in rural cancer prevention and treatment

Glimmer 1, 4th floor

Jessica Bellinger, South Carolina Rural Health Research Center research associate

Mark Dignan, Cancer Prevention Research Center director University of Kentucky College of Medicine internal medicine professor

Andrew Johnson, University of Kentucky College of Medicine post-doctoral scholar

Rural populations have lower cancer screening rates and a heavier cancer mortality burden. See comparisons of the effects of poverty on cancer mortality in the 442 USDA rural high poverty counties and discuss effects of rural living on access to care and cervical cancer screening and prevention in South Carolina. Hear about improved screening and prevention programs and techniques utilized by Kentucky rural primary care practitioners to increase colorectal cancer screening.

3B: Hospital track

Retail medicine in rural Michigan: The little hospital that could

Glimmer 2, 4th floor

Sandy Siegel, Gerber Memorial Health Services executive director of marketing and funds development

Stephanie Zinn, Gerber Memorial Health Services marketing manager

Discover how Gerber Memorial Health Services, a 77-bed, acute-care hospital, improved the health of its community by creating Tamarac, the Center for Health and Well-Being, a new medical wellness facility. See how future trends toward consumer wellness are occurring at Gerber and how the organization embraced a new marketing approach to create interest.

3C: State health resources track

Focusing on rural women's health: The Arizona initiative

Glimmer 3, 4th floor

Judy Baker, Mogollon Health Alliance CEO

Thursday

Lynda Bergsma, Arizona State Office of Rural Health Program director

Jennifer Peters, Arizona State Office of Rural Health Program community outreach coordinator

The Arizona State Office of Rural Health established the Arizona Rural Women's Health Initiative in 2006 to address unique needs of rural women. During an 18-month period, more than 45 organizations partnered for data collection, statewide strategic planning, community forums, information dissemination and collaborative leadership training. These efforts lead to a successful planning grant application for an Arizona Rural Women's Health Network.

3D: Clinic management track

Oral health in rural health:

State of the union and models that work

Glimmer 4, 4th floor

Greg Folse, DDS, Louisiana State University School of Dentistry clinical professor

Poor oral health can kill, and it makes the quest for optimal health impossible. Learn about the connection between oral health and general health. Discuss oral disease levels for vulnerable populations, proven oral health delivery models and strategies to meet oral health and advocacy needs. National and state legislative initiatives will also be presented.

3E: Rural community track

Community paramedics: A pilot program

Glimmer 5, 4th floor

Michael Wilcox, MD, Community Paramedics program medical director

Hear how the Community Healthcare and Emergency Cooperative was formed and learn how to create an internationally standardized community paramedic curriculum. Discover the risks and benefits involved in developing a similar program in your rural community.

3F: Rural education track

The role of community colleges in rural health workforce

Glimmer 6, 4th floor

Michelle Goodman, Office of Rural Health Policy public health analyst

Marcie McLaughlin, Rural Policy Research Institute
Michelle Weight, Miles Community College

Thursday

Community colleges help regional economies meet health workforce demands and connect students to advanced level training. Explore the role of community colleges in rural health workforce training and recruitment and community development and see innovative examples of health workforce training.

3G: Rural health policy track

Leading in uncertain times

Glimmer 7, 4th floor

Renee Waller, LifeCore Development Inc. principal

Change is the rule in health care. In many cases, change leaves people feeling frustrated and angry. Learn how to eliminate negative behaviors, inspire personal accountability and prioritize workload during times of rapid change. This session is interactive and provides practical take-home tools.

3H: Rural Stimulus Track

Access to capital for rural health care providers

Dazzle, 4th floor

Joseph Benlsrael, U.S. Department of Agriculture guaranteed community program director

With the collapse of traditional sources of capital for rural communities, many health care providers are facing severe difficulties in obtaining needed capital. Go step by step through examples of successful financing packages recently developed for a variety of health care facilities using USDA Rural Development's Community Facilities Programs in partnership with commercial lenders.

3I: Contributed research papers

Emerging research on rural/urban differences in care

Facet, 4th floor

- Rural/urban disparities in consumer ratings and reports of health care: Findings from MEPS

Ty Borders, PhD, University of Arkansas for Medical Sciences associate professor

- Access to rural mental health services: Service use, out-of-pocket costs and implications for mental health parity

Erika C. Ziller, Maine Rural Health Research Center research associate

- Are rural cancer patients accessing recommended radiation therapy?

Thursday

Mark Doescher, MD, WWAMI Rural Health Research Center director

- Veterans' health-related quality of life across rural to urban settings: A longitudinal analysis

Amy E. Wallace, MD, VA Medical Center associate professor of psychiatry

11:30 a.m. – 12:45 p.m.

Rural Health Awards banquet

Fontaine, lobby level

Join NRHA for a tribute to the 2009 Rural Health Award winners.

12:45 – 2 p.m.

Concurrent sessions

4A: Clinical track

Telemedicine Assessment of Cognition in Kentucky (TACK): Helping elderly rural residents access memory disorder resources

Glimmer 1, 4th floor

Rob Sprang, University of Kentucky, Kentucky TeleCare director

Gregory Jicha, University of Kentucky department of neurology assistant professor

Learn how to use telehealth technology to treat Alzheimer's disease, the only major cause of death in the United States where the number of afflicted is increasing. More senior citizens choose to stay in their rural communities with few specialized resources for patients and family caregivers. Kentucky utilizes telehealth technology to bring medical and social resources from the urban medical center to rural facilities so patients receive medical assessments and an appropriate care plan, while families receive support from the medical team and the Alzheimer's Association.

4B: Hospital track

Addressing America's rural general surgery crisis

Glimmer 2, 4th floor

Gerald Doeksen, National Center for Rural Health Works executive director

Tim Skinner, National Rural Recruitment and Retention Network (3RNet) executive director

Jonathan Sprague, Rocky Coast Consulting president

Thursday

Review the reasons the ability to sustain general surgery in rural communities is moving toward crisis. Discuss the economic impact, hear approaches for planning and review experiences with recruitment and retention.

4C: State health resources track

Are uninsured border minorities most at risk for diabetes?

Glimmer 3, 4th floor

Jane Bolin, Texas A&M Health Science Center School of Rural Public Health associate professor
Nelda Mier, Texas A&M Department of Social and Behavioral Health associate professor

Explore differences in race/ethnicity, age, gender or insurance status among those who suffer serious life-threatening complications related to diabetes, examine differences in diabetes related complications for rural, underserved and vulnerable populations, and investigate differences in treatment for diabetes-related diseases. Currently 2.3 million people live along the U.S. side of the Texas-Mexico border, and the prevalence of type 2 diabetes is 14 percent.

4D: Clinic management track

Evaluating the differences between the FQHC designation, RHC designation and private physician practice

Glimmer 4, 4th floor

Joe Barnes, Dixon Hughes PLLC senior manager

Learn an orderly and structured approach for physician practices to evaluate FQHC and RHC designation requiring the least amount of time and cost. The approach also provides a mechanism for the clinic to terminate the process at any time should the designation no longer meet the goal of the clinic. Discuss analyses that should be performed before the evaluation, such as whether the clinic is located in a shortage area and whether there is a financial advantage to the designation.

4E: Rural community track

Mental health initiatives at the federal, state and community level

Glimmer 5, 4th floor

Lisa Davis, Pennsylvania Office of Rural Health director
Steven Denny, Four County Mental Health Center senior outreach services coordinator

Thursday

John Gale, Maine Rural Health Research Center research associate
Kristi Martin, Office of Rural Health Policy public health analyst

Explore ways ORHP partners to address mental health needs. Learn about a collaborative mental health program targeting older adults, a project involving state offices of rural health and an initiative to develop a rural mental and behavioral health self-assessment process.

4F: Rural educators track

The role of regional medical school campuses in promoting rural primary care

Glimmer 6, 4th floor

Christopher Colenda, Texas A&M Health Science Center College of Medicine J&T McMullin dean of medicine
William Crump, Trover Foundation associate dean
Henry F Weil, MD, Albany Regional Campus dean and director of informatics

A potential strategy for increasing the numbers and quality of primary care practitioners in rural areas is the establishment of regional medical school campuses. Look at planning and operational activities of regional campuses and contributions they make to rural areas. Hear about the student experience, results of three programs and standards of the Liaison Committee on Medical Education to assure quality education.

4G: Policy track

Rural Medicare update

Glimmer 7, 4th floor

Carrie Cochran, Office of Rural Health Policy policy coordinator
Tom Dean, MD, Avera Wescota Memorial Medical Center

Hear the latest regulatory issues related to rural health care providers, and get an overview of the Medicare Payment Advisory Commission and recent rural-focused activity. Learn about the current federal health policy environment and resources for rural providers.

4H: Rural community track

Implementation of a regional health information exchange: The Lakelands Rural Health Network experience

Dazzle, 4th floor

Graham Adams, PhD, South Carolina Office of Rural Health CEO

Kevin Bennett, PhD, University of South Carolina Department of Family and Preventive Medicine assistant professor
Mark Van Swol, MD, Montgomery Center for Family Medicine director

The Lakelands Rural Health Network (LRHN) is a nonprofit, multi-county vertical network developed in 2004 to achieve efficiencies, expand access, coordinate and improve the quality of essential health care services and strengthen the rural health care system. LRHN consists of several hospitals and primary care facilities. The project's primary purpose is to use a Health Information Exchange (HIE) to assist health care providers and patients. Other purposes include aggregated, de-identified information for the purpose of regional quality improvement initiatives, research grants and population health outcome measures.

4I: Contributed Research Papers

Emerging research in rural health facilities and infrastructure

Facet, 4th floor

- Southern rural perinatal microsystem preparedness for neonatal resuscitation
Angela Jukkala, PhD, University of Alabama assistant professor
- Leading during change in health care: Rural hospitals and quality
Ira Moscovice, PhD, University of Minnesota Mayo professor
- Developing financial benchmarks for critical access hospitals
George H. Pink, PhD, North Carolina Rural Health Research and Policy Analysis Center senior research fellow
- Health information technology in rural primary care
Ranjit Singh, MD, University at Buffalo School of Medicine and Biomedical Sciences Patient Safety Research Center assistant professor and associate director

2 – 3 p.m.

Keynote address: Health care that works: Delivering better care at lower costs through information technology

Fontaine, Lobby level

Newt Gingrich, former speaker of the U.S. House of Representatives

Policymakers are debating major changes to our health system, from expanding coverage to payment reform to health information technology. Many industry stakeholders are not waiting for lawmakers to act and have introduced disruptive technologies, best practices, and innovative services that are transforming health care from the bottom up. Hear about the latest developments from Washington and the most innovative approaches in the private sector.

3 – 3:15 p.m.

Break

3:15 – 4:30 p.m.

Concurrent sessions

5A: Clinical track

Responding to domestic violence in the rural health setting

Glimmer 1, 4th floor

Jessica Yanow, Arizona Association of Community Health Centers women's health programs and grant administration director

Victims of domestic violence face numerous barriers to accessing safety. Rural victims also face geographic isolation, particularly strong social/cultural pressures and lack of available services. Learn how to effectively respond to domestic violence and how to institutionalize a response. Arizona's Domestic Violence Medical Advocacy Program, providing advocates in five rural community health centers, will be highlighted.

5B: Rural community track

Long term care solutions for an aging rural population

Glimmer 2, 4th floor

*Candace Baldwin, NCB Capital Impact senior policy advisor
Peter Fitzgerald, National PACE Association strategic initiatives vice president*

This session is brought to you by members of the Rural Long Term Care Workgroup, who have surveyed the nation to identify models of long term care that are successful in rural communities and have developed broad lessons for the implementation of flexible, functional community-based systems of care. Learn about three models for bringing long term care to your community.

5C: State health resources track

Social networking and me

Glimmer 3, 4th floor

John Eich, Wisconsin Office of Rural Health director
Brock Slabach, NRHA membership services senior vice president

Are you connected? This session will outline NRHA's new online networking tool and address how mediums such as Facebook, Twitter and LinkedIn can help rural advocates better serve their communities. From the basics to the hands-on approach, this is a must-attend session.

5D: Rural community track

Long-term success in rural recruitment into health careers

Glimmer 5, 4th floor

Roxana Jokela, University of Nebraska Medical Center Rural Health Education Network director

There are 508 participants in this state college-university medical center partnership to recruit rural students into health careers. Nearly 300 have completed professional training, of which 65 percent are working in rural communities. Explore the beginnings of this program and how it grew from medical students to nine different health professions, as well as the stumbling blocks and successes over 20 years.

5E: Rural educators track

Rural medical educators: Exploring their experiences, concerns and vision for the future

Glimmer 6, 4th floor

James Boulger, University of Minnesota Medical School professor and Center for Rural Mental Health Studies director

Laura Downey, University of Southern Mississippi assistant professor

Joe Florence, James H. Quillen College of Medicine Rural Programs director

Matthew Hunsaker, University of Illinois College of Medicine National Center for Rural Health Professions director
James Leeper, University of Alabama education/evaluation director and community and rural medicine professor
John Wheat, University of Alabama professor

Receive practical insight and information for well-established and developing rural medical education programs through the results of a focus group conducted when 15 national leaders in rural medical education, representing

11 rural medical education programs, convened at the University of Alabama. Explore the challenges facing rural medical education programs, the means through which rural medical programs nurture university and community partnerships and approaches to sustaining rural medical education programs.

5F: Policy track

HRSA update

Glimmer 7, 4th floor

Heather Dimeris, Office of Rural Health Policy associate director

Get an update regarding HRSA activities that help improve access to quality health care in rural communities.

5G: Contributed Research Papers

Emerging research on rural health disparities

Dazzle, 4th floor

- Oral health disparities in Appalachia: Periodontal findings and implications due to oral/systemic connections

Richard Crout, West Virginia University associate dean for research

- Does place of residence impact receipt of diabetic-specific services and health care access among adults with diabetes?

Lorraine S. Wallace, PhD, University of Tennessee Graduate School of Medicine associate professor

- Demographic and health predictors of obesity among older American Indians and Alaska Natives

Kyle Muus, PhD, University of North Dakota Center for Rural Health research associate

- Effectiveness of audiovisual presentation of patient education materials

Jim Ballard, University of Kentucky College of Medicine community-based faculty program director

5 – 6:30 p.m.

Reception honoring Beth Landon,
 2009 NRHA president

Fontaine, lobby level

Friday may 8

8:15 – 9 a.m.

Washington update breakfast

Fleur de lis, lobby level

Mary Wakefield, PhD, HRSA administrator
Maggie Elehwany, JD, NRHA government affairs
and policy vice president

Get an insider's update about what's going on in Washington, D.C., and what to expect in the next year.

9 – 9:45 a.m.

Break and poster presentation exhibition

Glimmer corridor

9:45 – 11 a.m.

Concurrent sessions

6A: Clinical track

Rural health care ethics:

Case studies and introduction of the
"Handbook for Rural Health Care Ethics"

Splash 1, upper lobby

Angeline Bushy, University of Central Florida - School of
Nursing professor and Bert Fish endowed chair
Jackie Glover, University of Colorado Center for Bioethics and
Humanities associate professor
William Nelson, Dartmouth Medical School rural ethics
initiatives director

Participate in an interactive session exploring familiar, ethical challenges that occur in rural health care. The Coalition for Rural Health Care has developed an online handbook for rural health care ethics that targets the needs of clinicians and administrators in rural practice. The session will utilize rural vignettes to promote discussion of specific topics of clinical ethics using the handbook as a resource.

6B: Hospital track

Medicare rural hospital flexibility program, 10
years later and counting

Splash 2, upper lobby

Larry Allen, Kentucky Office of Rural Health director
Steven Hirsch, Office of Rural Health Policy public

Friday

health analyst

Marlene Miller, University of North Dakota Center for Rural
Health rural hospital flexibility program director
Patricia Whaley, Georgia Office of Rural Health hospital
services director

The Rural Hospital Flexibility Grant (Flex) Program has been active for 10 years, during which more than 1,200 hospitals in 45 states converted to critical access hospital (CAH) status. Since 2006, when states' ability to designate hospitals as "necessary provider" CAHs ended, fewer than three dozen hospitals have converted. Hear about a quality improvement effort in North Dakota, EMS and trauma care in Kentucky, and support of hospitals in Georgia.

6C: State health resources track

A review of three years of collaborative research
on recruitment and retention of rural family
medicine physicians in Idaho

Splash 3, upper lobby

Ed Baker, Boise State University Center for Health
Policy director
Ted Epperly, Family Medicine Residency of Idaho program
director and CEO
Alex Reed, Family Medicine Residency of Idaho behavioral
science, mental health and research director
David Schmitz, Family Medicine Residency of Idaho
associate director

Discover the results of three years of collaborative research of recruitment and retention of Idaho rural family medicine physicians. Results identified demographics, scope of practice, technology use and satisfaction of rural family medicine physicians, community factors and character traits of family medicine physicians who are successful in rural environments.

6D: Clinic management track

Emergency preparedness and response needs
of seasonal and migrant farm workers

Splash 4, upper lobby

Tracy Chalmers, Office of Public Health Preparedness
regional coordinator
Michael Meit, NORC Walsh Center for Rural Health Analysis
deputy director

NORC is convening a panel and representatives of rural preparedness planners and social service providers who serve the seasonal and migrant farm worker population to identify challenges in addressing the needs of the population during emergency scenarios. The presentation

Friday

will highlight specific planning needs and considerations to best serve the seasonal and migrant farm worker population and guidelines and recommendations for rural communities that will be impacted.

6E: Rural education track

Montana TRUST, an integrated rural and underserved medical school program

Splash 6, upper lobby

Jay Erickson, MD, University of Washington School of Medicine Montana WWAMI assistant dean

Kristin Juliar, Montana Office of Rural Health director

The Montana TRUST Program aims to increase the number of Montana WWAMI students choosing primary care residencies and returning to practice in rural and underserved areas of the state. Learn how the program will encourage, mentor and support students interested in rural or underserved medicine.

6F: Rural stimulus track

The Centers for Medicare and Medicaid Services Update

Splash 7, upper lobby

CMS representative

The recent changes in Washington, the passage of the stimulus package and the advent of comprehensive health care reform mean major changes to the Medicare payments system are being contemplated. Learn what these changes may mean for your facility.

11 a.m.

Conference adjourns

See you at the 33rd Annual Rural Health Conference in Savannah, Ga., May 18 – 21.

Keynote speakers



NEWT GINGRICH

Former House Speaker Gingrich is the founder of the Center for Health Transformation, a collaboration of public and private sector leaders dedicated to saving money and lives and transforming health care into a system that delivers more choices of greater quality at lower cost.



DR. SANJEEV ARORA

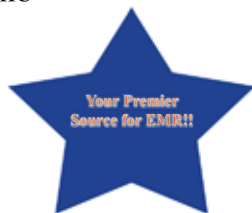
Arora has revolutionized the treatment of complex and chronic conditions through the Extension for Community Health Outcomes (ECHO) model, which utilizes technology and enables health care providers to share knowledge using a case-based approach to co-manage patients with rural primary caregivers.



Allow us to show you how we can substantially lower your operating costs.



George N. Miller, Jr.
Past President NRHA
COO, First Diversity Management Group



(866) 849-8431
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www.fdhg.org



Poster presentations

1. Addressing cervical cancer disparities in Central Appalachia

Baretta Casey, University of Kentucky Center for Excellence in Rural Health director

2. Rural family medicine fellowship: Opportunity and challenge

David McClellan, Texas A&M Family Medicine Residency program director

3. Autism: Critical issues in detection and intervention

Katherine Sainz, IHCenter/Big Sky Education and Research director of education and intervention

4. Racial disparities in preventive service delivery: Observations and solutions

Kevin Bennett, University of South Carolina assistant professor

5. Using internet search technology to create a continuing education/training newsletter and calendar

Kristin Juliar, Montana Office of Rural Health/AHEC director

6. Existing integration models for outpatient primary and behavioral health care in rural Virginia

Beth O'Connor, Virginia Rural Health Association executive director

7. Arizona Rural Health Facilities study 2008: Approach, results and recommendations

Alison Hughes, University of Arizona, Rural Health Office Flex program director

8. The primary care workforce in Wyoming: Gaps and potential solutions

Susan Skillman, University of Washington, Rural Health Research Center deputy director

Experience CARE

www.acutecare.com

At ACUTE CARE, INC. (ACI) we provide more than just staffing services. We are an Emergency Department Practice Management group focused on providing a comprehensive set of solutions for hospitals and clinics. We pride ourselves on the exemplary service offered by our physicians, and are committed to providing our clients the ongoing support of our Client Service Directors and Leadership Team. We have nearly two decades of experience serving more than 70 hospitals in 12 states and offer:

<p>Emergency Room Staffing</p> <ul style="list-style-type: none"> • Exclusive • Flexible Staffing Models Available • Medical Director • Locum Tenens • Permanent Placement • AdmitED (Hybrid Hospitalist) <p>Consistent Coverage</p> <ul style="list-style-type: none"> • Dedicated pool of physicians, residents and mid-level providers • Coordination with local providers, providing priority scheduling • Liability coverage through an A++ rated malpractice carrier <p>Urgent Care/Fast Track</p> <p>Marketing/Advertising Assistance</p>	<p>Continuous Quality Improvement and Risk Management</p> <p>Regionalized Operations Team</p> <ul style="list-style-type: none"> • Available 24/7 <p>Educations Programs</p> <ul style="list-style-type: none"> • CME accredited provider • Areas include ACLS, PALS, EMTALA, Patient Satisfaction and Mandatory Reporter • Comprehensive selection of other educational topics <p>Performance Improvement</p> <ul style="list-style-type: none"> • Chief Medical Officer <p>Reimbursement Solutions</p> <ul style="list-style-type: none"> • ACUTETrack – RFID • ACUTEdoc • Coding/Billing
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Please visit our booth #315 or call us at 800.729.7813 to learn more.

9. University of Louisiana at Monroe forges a community-based initiative in health studies
Paula Griswold, University of Louisiana at Monroe assistant professor
10. Creating an urban-rural academic partnership to implement a full continuum of nursing education for a rural area
Margaret Mary West, Thomas Jefferson University School of Nursing assistant dean
11. The Markey Cancer Center Affiliate Network: An innovative model for rural cancer care
Cheri Tolle, Markey Cancer Center Affiliate Network administrative director
12. Good to great: Expanding rural medical student education at SUNY Upstate Medical University
James L. Greenwald, SUNY Upstate Medical University, Rural Medical Scholars Program director
13. Public health emergency preparedness among rural physicians
Gavin Putzer, Albany State University, Department of Business Administration and Healthcare Management, chair
14. Report on medical student run rural health fairs: Improving education and access to health care
David Landy, University of Miami Miller School of Medicine
15. Park County Pediatric Community Care Team
Angela Gibler, Park County Pediatric Community Care Team coordinator
16. Community-based education through a rural interdisciplinary health preceptorship
Emilee Bushman, University of Illinois College of Medicine-Rockford medical student
17. Evaluation of a public health service announcement campaign conducted in the Mississippi Delta
Kathryn Tims Onufrak, Delta Health Alliance technical writer

Rural Health Award winners

Congratulations to NRHA's 2009 Rural Health Award recipients.

Louis Gorin Award for Outstanding Achievement in Rural Health

Paul McGinnis, Oregon Rural Practiced-Based Research Network community health, quality and practice development director

Like Louis Gorin, McGinnis has provided more than 25 years of creativity, compassion and leadership in improving rural health care. His work includes developing state and national policy, training students, creating tools and manuals to spread knowledge, and rolling up his sleeves to work directly with rural communities.

Practitioner of the Year

Tom Dean, MD, MedPAC commissioner and Horizon Health Inc. - Jerauld County Clinic staff physician and chief of staff

Dean has served as a family medicine specialist for 30 years, most recently in the South Dakota community where he was raised. He has inspired students to pursue residencies in family medicine, served as a sole emergency room physician, and benefitted rural residents across the nation with his advocacy activities.

Outstanding Rural Health Researcher

William B. Weeks, PhD, Dartmouth Medical School associate professor

Weeks' extensive, high-quality research has aided policy formation that has improved rural health care, especially the care of rural veterans. Because of his work, Weeks has been recognized nationally and internationally with committee and policy advisory appointments, awards and presentations of his work.

Distinguished Educator Award

*J. Ocie Harris, Florida State University College of Medicine
retired dean*

Harris retired last year after a distinguished career in medical education. The scope of Harris' accomplishments and the significance of his work in rural health have impacted thousands of lives and will continue to impact the future for generations to come.

Outstanding Rural Health Organization

Grande Ronde Hospital

Grande Ronde Hospital's leadership in adopting and developing numerous telemedicine programs has greatly improved access to care for people living in the La Grande, Ore., area. The contributions of Grande Ronde in the development and implementation of these programs will serve as a model for other hospitals around the nation.

Honor and learn more about the winners at their banquet at 11:30 a.m. Thursday.

Outstanding Rural Health Program

Louisiana Emergency Medical Services Designated Regional Coordinator Network

This EMS program is a volunteer network committed to ensuring those with special medical needs are cared for during times of crisis, especially those in Louisiana's coastal parishes. This network coordinated the medical transportation of thousands of elderly, disabled and special needs rural people during 2008 hurricanes.

Rural Health Quality Award

Family Medicine of Port Angeles

This Washington clinic has embraced the planned care model while pioneering the use of electronic health records, measuring and improving the health statistics of thousands of patients. FMMP's clinical model connects informed patients with a prepared, proactive practice team for productive interactions and improved health outcomes.

JSI/NRHA Student Achievement Award

Michael Arnold, University of South Dakota doctor of physical therapy student

In addition to exemplary academic performance, Arnold helped initiate, organize and conduct health screenings for the public and underserved students and provided acute physical therapy services to high school football players on a medically underserved American Indian reservation. He completed most of his clinical affiliations in rural settings.

JSI/NRHA Student Leadership Award

*Christine Hancock, UCB-UCSF Joint Medical Program
medical student and NRHA Rural Medical Educators
Steering Committee member*

Hancock recently completed her master's thesis on rural physician recruitment determinants. She also coordinated a telemedicine program and completed rural preceptorships in Mexico, Bolivia, Peru and northern California. She serves as chair of NRHA's Rural Medical Educators student caucus and has worked to involve students across disciplines in rural health.

NRHA thanks John Snow Inc. for its generous support of the Student Leadership and Student Achievement Awards.



West Virginia School of
Osteopathic Medicine

WVSOM Openings

Internal Medicine

Psychiatry

Geriatrics

Vice President of Research and Director
Center for West Virginia Rural Health Research, Disease
Prevention, and Treatment

Associate Vice President
Grants and Research

Other Key Administrative and Research opportunities

Dr. Dave Brown is available at the meeting with more
information. Please call him at 304/667.4086.

www.wvsom.edu

Exhibitors

Abaxis # 516

www.abaxis.com

The portable Piccolo Xpress Chemistry Analyzer provides on-the-spot multi-chemistry panel results with comparable performance to larger systems in about 12 minutes using 100uL of whole blood, serum or plasma.

Acute Care Inc. # 315

www.acutecare.com

Acute Care Inc. is a practice management company providing emergency medicine physician staffing, support services and multiple specialty locum tenens placement.

Alberici Healthcare Constructors # 512


www.alberici.com

Alberici Healthcare Constructors provides a full range of design and construction solutions and specializes in facility planning, construction management and design-build services for hospitals and health care facilities.



Allscripts # 203

www.allscripts.com

 Allscripts is the clear leader in software, services, information and connectivity solutions that empower physicians and other health care providers to deliver best-in-class patient safety, clinical outcomes and financial results.



Alpine Surgical # 303

www.alpinesurgical.com

Alpine Surgical Equipment Inc. is dedicated to providing the highest quality new and refurbished medical equipment to the rural health center market and related surgery-based facilities.

American Association of Nurse Anesthetists # 502

www.aana.com

Professional organization of approximately 37,000 advanced practice certified registered nurse anesthetists nationwide who are the primary anesthesia providers in underserved rural American health care facilities.

American Nurses Credentialing Center # 309

www.nursecredentialing.org

American Nurses Credentialing Center is the nation's leader in nurse credentialing, offering certification in more than 25 specialty areas. Our Magnet Recognition and Pathway to Excellence programs promote excellence in nursing services.



American Sentinel University # 408

www.americansentinel.edu

American Sentinel University offers a full spectrum of accredited, affordable and convenient online degree programs. Their self-paced study format is designed to fit any busy home or work schedule.



Amerinet # 304


www.amerinet-gpo.com

As a leading national group purchasing organization, Amerinet strategically partners with health care providers to reduce costs and improve quality. Amerinet serves acute and non-acute health care providers nationwide.



Aris Teleradiology # 224

www.aristeleradiology.com

 Aris Teleradiology is a nationally recognized radiology services company in Hudson, Ohio, that provides preliminary and final reads 24/7/365, tele-locums and on-site coverage.



Aspyra, Inc. # 302

www.aspyra.com

Aspyra is a global provider of health care information technology solutions and services and is one of the few health care technology vendors offering enterprise-wide solutions including LIS, RIS and PACS.

Carescope/Data Futures # 406

www.carescope.net

CareScope MIS coordinates referrals and care delivery for providers assisting the under and non-insured, improving community health and conserving health care dollars and resources.

Exhibitors

CDC "Learn the Signs. Act Early." # 323

www.cdc.gov/actearly

The CDC, in collaboration with national partners, launched "Learn the Signs. Act Early," to educate parents about developmental milestones. To learn more visit www.cdc.gov/actearly.

Center for Rural Health, University of North Dakota # 322

www.ruralhealthresearch.org

The Rural Health Research Gateway provides research and findings of the ORHP-funded Rural Health Research Centers. The gateway web site and research alerts feature abstracts, policy briefs, publications and information.

Centers for Medicare & Medicaid Services # 222

www.medicare.gov

The Centers for Medicare and Medicaid Services administers the Medicare program and works with the states to administer Medicaid, the State Children's Health Insurance Program and health insurance portability standards.

Clarity Group # 426

www.claritygrp.com

Clarity is a health care resource company. Our products include the Healthcare SafeZone Portal, a web-based application for integrated data collection, analysis and communication management, and our TRQS² operations management system.

Compliance Team Inc. # 413

www.exemplaryprovider.com

A CMS-approved DMEPOS accreditation organization, the Compliance Team Inc. also offers service specific programs for rural hospitals that are cross-walked to Medicare's conditions of participation.

CPI Group # 504

www.thecpigroup.net

The CPI Group LLC is a full-service provider of medical equipment planning, procurement, transition planning, installation coordination and equipment utilization services.

CPSI # 417

www.cpsinet.com

CPSI is a single source vendor that provides a complete and fully integrated health care information system/EMR that includes software, hardware, conversion/implementation services and continuing support.

Critical Access Group # 221

www.criticalaccess.org

Critical Access Group is a project development firm providing the management and delivery of professional services to upgrade, expand or replace aging health care facilities.

EHS # 520

www.ehsmmed.com

EHS specializes in providing unified practice management and HER software and outsourcing services to rural and community health centers with one system, one solution.

FDA Office of Women's Health # 324

www.fda.gov/womens

The U.S. Food and Drug Administration Office of Women's Health disseminates free publications on topics including HIV, smoking cessation, contraception and depression. The office also funds research and sponsors outreach initiatives.

Federal Housing Administration Housing and Urban Development # 514

www.fha.gov

The Federal Housing Administration (FHA) helps hospitals access financing for capital projects. FHA mortgage insurance enables hospital clients to enhance their creditworthiness because their debt is backed by the U.S. government.



First Choice Cooperative # 220

www.fccoop.org

FirstChoice Cooperative is a member-owned cooperative whose primary goal is to provide a process for all providers, small or large, to reduce supply cost while maintaining quality.



First Diversity Staffing Group # 226

www.fdsd.net

First Diversity Staffing Group is a bilingual, minority-owned, full-service staffing agency that is committed to providing excellence in servicing its quality customers.

Exhibitors

Florida Area AHEC Network Tobacco Training
& Cessation Program # 424

www.ahectobacco.com

The AHEC Network has developed a comprehensive anti-tobacco program to reduce tobacco use among youth, adults and high-risk individuals in each Florida county.

GlobeMed Resources - Nurses Now
International # 225

www.globemedresources.com

We provide culturally competent, bilingual Mexican nurses who are fully licensed and authorized to work in the U.S. to help serve the growing Hispanic population.

Health Workforce Information Center # 407

www.healthworkforceinfo.org

HWIC is a comprehensive online library that will help you find and stay up-to-date on workforce programs, data, research, policy, funding sources, news and events.

Healthland # 308

www.healthland.com

Healthland Healthcare Solutions provides Information Systems for community and specialty hospitals. The information systems are comprised of integrated administrative, financial and clinical applications. Healthland serves nearly 400 customers nationwide.

Heery International # 412

www.heery.com

Heery International is an architecture, construction/program management, engineering, facility management, interior design firm with 1,600 employees located in 35 offices throughout the U.S. and Europe.

In Record Time # 421

www.codeinrecordtime.net

In Record Time offers cost-effective remote coding options. Whether you use paper or an electronic platform, we have the solution for you. Our innovative, maximum security PowerCode will eliminate coding backlog.

J.E. Dunn # 326

www.jedunn.com

J.E. Dunn Construction is one of the nation's most experienced health care builders. With a "health care-only" construction division and 22 offices nationwide, we have the staff and resources to support your project.

Lugar Center for Rural Health # 314

www.lugarcenter.org

The Richard G. Lugar Center for Rural Health's mission: Advancing rural health through education, innovation and collaboration.

Maxim Physician Resources # 420

www.maximphysicians.com

Maxim Healthcare Services is one of the fastest growing providers of home health, medical staffing and wellness services in the industry.

MentorRx, the Mentor Prescription # 316

www.mentorrx.com

Stressed out leaders? The MentorRx Webinar Series gives leaders the tools they need to be effective during uncertain times, including focus, accountability, collaboration and more.

MMD Systems Inc. # 404

www.mediadentusa.com

Mediadent EDR is the most advanced user-intuitive dental software suite available. Our two way HL7 capability blends dental with medical to really work for you.

National Center for Rural Health Works # 205

www.ruralhealthworks.org

The National Center for Rural Health Works provides training, technical assistance and tools to build state teams to work with rural communities to understand how health care contributes to economic well-being.

National Library of Medicine # 414

www.nlm.nih.gov

The National Library of Medicine is committed to improving access to health information. Through education and outreach, NLM addresses issues of health and education disparities, participates in minority conferences provides online resources.

Exhibitors

National Organization of State Offices of Rural Health # 312

www.nosorh.org

The National Organization of State Offices of Rural Health is dedicated to promoting the capacity of state offices of rural health to improve rural health care through leadership, advocacy, education and partnerships.

NeuroCall Inc. # 321

www.neurocall.com

NeuroCall Inc. is a physician-led teleneurology company that provides underserved rural facilities access to neurological specialists through real-time tele and video conferencing.

NIH HIV/AIDS Research Programs # 313

www.oar.nih.gov

The National Institutes of Health/Office of AIDS Research (NIH/OAR) is responsible for scientific, budgetary, legislative and policy elements of the NIH HIV/AIDS research programs. OAR promotes research in domestic and international settings.

NovaRad Corporation # 402

www.novarad.net

NovaRad is the leader in community hospital RIS and PACS, installing more than any other vendor. Customers love our products, service and people. See www.novapacs.com.

Opus Healthcare Solutions Inc. # 317,416

www.opushealthcare.com

Opus Healthcare Solutions Inc. develops and implements web-based clinical applications for acute care. Since 1987, we have helped clients, including rural and community facilities, hospital systems and reference laboratories, overcome IT challenges.



Philips Healthcare # 103-208

www.philips.com

Philips is the global leader in medical devices and diagnostic imaging, including X-ray, ultrasound, MR, CT, nuclear medicine, PET, radiation oncology, patient monitoring, information management and resuscitation. Philips assists with education, maintenance, finances and consultation.

Physician Referral Network # 223

www.mdreferralnetwork.com

Physician Referral Network is a marketing and advertising firm specializing in the physician recruitment market.

Pinnacle Health Group # 305

www.phg.com

Pinnacle Health Group is a national leader in physician recruiting dedicated to matching the best physician to the best opportunity by visiting each facility and providing individual attention.

Prognosis Health Information Systems # 207

www.prognosishis.com

Prognosis offers hospitals an EMR that is easy to use, customize, implement and afford. Our CCHIT certified ChartAccess Inpatient EMR replaces the paper hospital chart and supports optimal and safe care.



QHR Inc. # 217

www.qhr.com

For three decades, QHR has helped hospitals meet their operational, financial and strategic goals. QHR is the market leader in rural hospital operations and has the 13th largest health care consulting firm in the U.S.



Relational Technology Solutions # 320

www.rts.com

Through its Healthcare Solutions practice, Relational Technology Solutions offers leasing/financing options for health care providers seeking to deploy the latest advances in imaging diagnostic, medical/surgical, and PACS equipment.

Rural Assistance Center # 405

www.raconline.org

RAC is a rural health and human services information portal that helps communities access programs, funding and research enabling them to provide quality services.

Rural Health Resource Center # 306

www.ruralcenter.org

The Rural Health Resource Center serves as a knowledge center for the improvement of health care, technical assistance, information, tools and resources and strives to build national, state and local capacities.

Exhibitors

Sanofi Pasteur # 508

www.sanofipasteur.us

Sanofi Pasteur Inc., the vaccines division of Sanofi Aventis Group, provides pediatric, adult and travel vaccines for disease. To learn more about our products, visit our exhibit.

Satellite Shelters, Inc. # 227

www.satelliteco.com

Satellite Shelters provides temporary and permanent modular buildings. Design/build services are available for clinics, labs, transition space, hospital additions and more.



Siemens Medical # 113-214

www.siemens.com

Siemens is one of the world's largest health care suppliers. Siemens determines the right combination of IT, imaging and lab products for your goals. Enhance quality care. Create a fiscally viable future. Leverage technology.

Stillwater National Bank # 307

www.banksnb.com

Over 30 years ago, SNB began a focus on the health care community. Today, we have a dedicated team of analysts and lenders to deliver successful financial solutions.



Tandberg # 403

www.tandberg.com

Tandberg offers visual communication solutions for your specific needs. Through management tools, video systems, infrastructure and services, we connect doctors with patients, clinicians with hospitals and specialists with remote sites.

Telehealth Resource Centers # 415

www.cteonline.org

Tourette Syndrome Association # 215

www.tsa-usa.org

TSA is the only national non-profit organization serving individuals affected by tourette syndrome. Free educational resources on TS, including articles, CDs and DVDs for professionals, families and patients, are available.

USDA Rural Development # 327

www.rurdev.usda.gov

USDA Rural Development is committed to helping improve the economy and quality of life in all of rural America.

U.S. DHHS Office on Women's Health # 325

www.womenshealth.gov

We are the government's focal point for women's health issues. We redress inequities in health care that have placed women at risk. Womenshealth.gov is our gateway to women's health information.

USA Center for Rural Public Health

Preparedness # 506

www.rural-preparedness.org

The USA Center for Rural Public Health Preparedness is part of a network of 27 academic centers funded by the Centers for Disease Control and Prevention that educate public health professionals.

USAC Rural Health Care Division # 409

www.usac.org

USAC RHC provides funding that allows rural health care providers access to the same advanced diagnostic and medical services as urban communities.

Visionary Medical Systems, Inc. # 209

www.visionarymed.com

ViTel Net, Inc. # 427

www.vitelnet.com

ViTel Net offers flexible and easy-to-use in-home telehealth monitoring systems for messaging, video, wound care and multi-user requirements.

Wiley-Blackwell # 213

www.wiley.com

Wiley-Blackwell publishes approximately 1,400 scholarly peer-reviewed journals and an extensive collection of books with global appeal. Visit us online at www.wiley.com.



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